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ABSTRACT

This document analyzes gifts received by 307 public colleges and universities from corporations, foundations, private individuals, and community organizations during 1970-71. Altogether, the 307 public institutions attracted $328.7 million in gifts and grants from private sources with the University of California (System) receiving $40,617,520; the University of Texas (System) receiving $28,267,995; the University of Michigan receiving $21,798,995; the University of Wisconsin receiving $16,217,234; and the University of Minnesota receiving $14,821,584. Fund-raising strategies used by the Universities of California, Wisconsin, and Michigan; Jackson State College (Mississippi), and Ball State University (Indiana) are described in the report. Among the common themes in the successful fund-raising strategies are: (1) coordination among alumni, development, foundation, public information, and other university officials and offices that deal with potential contributors; (2) regular communication with contributors and prospects; (3) personal contact with potential donors; (4) special recognition of major contributors, including access to top university officials or campus privileges; (5) committee volunteers to supplement the efforts of university staff officials in soliciting contributions; and (6) reports to donors and prospects regarding the successful use of previous voluntary support. (HS)

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VOLUNTARY SUPPORT for PUBLIC HIGHER EDUCATION

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BRAKELEY, JOHN PRICE JONES Inc.

October, 1972

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Brakeley, John Price Jones Inc.

6 East 43rd Street New York, N.Y. 10017 212·697·7120

This edition of *Voluntary Support for Public Higher Education*, which brings to 12 years the period covered by these reports, is particularly gratifying for a number of reasons, but chiefly for two: it reflects the public's growing awareness of the importance of all higher education in American society; and it points to a potential, which is clearly attainable, for financial support far in excess of today's achievement, remarkable as that achievement is.

In the years included in these reports, we have witnessed a significant increase in the amount of private support given to public colleges and universities. Our first study, for the years 1958-59, reported $93.3 million in voluntary support received by 99 public universities. This year, we report more than three times that amount – an impressive $325.6 million divided among 231 comparable universities, plus another $3.1 million received by 76 public junior colleges.

Certainly this achievement is a tribute to the hard work and initiative of those who were involved in persuading alumni, corporations, foundations, and other individuals and organizations that public higher education must have substantial private support if it is to fulfill with distinction its tripartite mission of teaching, research, and public service.

Yet these growing millions of dollars represent only the first rung on the ladder. Many individuals and corporations which benefit most substantially from public higher education have only begun to recognize – and to acknowledge – their responsibility. Tax records and numerous other data reveal vast pools of wealth that can and should be tapped. Hard work, innovation, competitive effort, and professional skill can break down the barriers.

It is now generally acknowledged that even as private institutions seek public funds to provide the "margin for excellence" to which they aspire, so public institutions must depend upon private support to supplement government funds. Only in this way can public colleges and universities attain the distinction that lifts them above the merely adequate and provides opportunities for innovation and progress.

It is my sincere hope that the facts and figures contained in this report will help to pinpoint the areas in which greater efforts to attract private support to public higher education should be made, and that the honor roll lists, by giving recognition to the pacesetter institutions, will encourage everyone concerned to aim still higher. Public higher education, if generously supported, will continue – together with private higher education – to enrich our nation.

Brakeley/JPJ looks forward confidently to reporting even greater progress in the years ahead.

George A. Brakeley, Jr.
Chairman of the Board

GRAND TOTAL OF SUPPORT

(Column 1)

The 307 public colleges and universities included in this study received a total of $328,721,111 in private support in 1970-71. Of this amount, state colleges and universities received 95.5 percent; municipal and junior colleges divided the remaining 4.5 percent.

Table 1, below, shows the totals of support contributed by major sources. These totals are based on figures reported by 224 state colleges and universities (bachelors' level and higher), seven municipal universities, and 76 public junior colleges. (Two federal academies are included in the "state" category too.) Details on the individual institutions are included in the table in the Appendix (See pages 18 through 23.).

The total volume of support reported by these 307 public colleges and universities in 1970-71 represents a 21 percent increase over the $271,964,574 total reported two years earlier by the 256 institutions included in our last report. During the same two-year period, private gifts, nationally, to higher education rose by only three percent. The share of all private contributions going to public higher education exceeded 20 percent for the first time in 1970-71, reaching 21.7 percent.

TABLE 1.

SUMMARY OF VOLUNTARY SUPPORT FOR PUBLIC HIGHER EDUCATION, 1970-71

	VOLUME OF SUPPORT	PURPOSE OF SUPPORT		SOURCES OF SUPPORT				
Type of Institution	(1) Grand Total of Support	(2) Current Operations	(3) Capital Purposes	(4) Gen'l. Welf. Foundations	(5) Corporations & Business	(6) Alumni	(7) Non-Alumni Individuals	(8) Other Groups and Sources
State Colleges & Universities (224)	$314,092,165 (100.0%)	$225,049,374 (71.6%)	$89,042,791 (28.4%)	$74,414,289 (23.8%)	$66,150,709 (21.0%)	$62,859,605 (20.0%)	$55,494,784 (17.6%)	$55,172,778 (17.6%)
Municipal Universities (7)	11,557,279 (100.0%)	5,838,189 (50.6%)	5,719,090 (49.4%)	2,837,733 (24.6%)	1,779,060 (15.4%)	704,264 (6.1%)	3,682,844 (31.8%)	2,553,378 (22.1%)
TOTAL for Public Senior Colleges and Universities (231)	325,649,444 (100.0%)	230,887,563 (70.9%)	94,761,881 (29.1%)	77,252,022 (23.7%)	67,929,769 (20.9%)	63,563,869 (19.5%)	59,177,628 (18.2%)	57,726,156 (17.7%)
Public Junior Colleges (76)	3,071,667 (100.0%)	1,958,520 (63.8%)	1,113,147 (36.2%)	995,813 (32.4%)	242,846 (7.9%)	63,870 (2.1%)	831,976 (27.1%)	937,162 (30.5%)
TOTAL for all Public Colleges and Universities (307)	$328,721,111 (100.0%)	$232,846,083 (70.8%)	$95,875,028 (29.2%)	$78,247,835 (23.8%)	$68,172,615 (20.7%)	$63,627,739 (19.4%)	$60,009,604 (18.3%)	$58,663,318 (17.8%)

ACKNOWLEDGMENTS

Institutional figures in this analysis originated in the report, *Voluntary Support for Education*, published in June 1972 by the Council for Financial Aid to Education, Inc. (CFAE) in cooperation with the American Alumni Council (AAC) and the National Association of Independent Schools. The CFAE report, which also contains statistics for private institutions, is the most up-to-date, comprehensive source of information available on voluntary support for higher education. The cooperation of the CFAE and AAC in preparing this report is very much appreciated.

In addition, the cooperation of the three national organizations which represent nearly all of the public colleges and universities included in this study is gratefully acknowledged. Representatives of the National Association of State Universities and Land-Grant Colleges, the American Association of State Colleges and Universities, and the American Association of Community and Junior Colleges provided valuable advice and assistance in the planning and preparation of this edition of *Voluntary Support for Public Higher Education.*

As in the past, a wide gulf divides the very few public universities which obtain a great deal of voluntary support from the vast majority of public institutions. In 1970-71, the top ten public universities, including several multi-campus systems, received almost as much private support as the other 297 public institutions combined.

The leading institutions are listed in the following Total Support Honor Rolls. The major state universities dominate the top ten rankings in all categories. To provide encouragement and recognition to other public colleges and universities, particularly to those that belong to the American Association of State Colleges and Universities (AASCU) and to the American Association of Community and Junior Colleges (AAJC), this year's report includes for the first time special honor rolls for each type of institution: NASULGC (National Association of State Universities and Land-Grant Colleges), AASCU, and AAJC. Furthermore, in recognition of the efforts of the Office for Advancement of Public Negro Colleges, which is sponsored jointly by NASULGC and AASCU, we also include honor rolls for traditionally black colleges.

PURPOSES OF SUPPORT

(Columns 2 and 3)

Nationally, private support is divided in a ratio of 55.3 to 44.7 between current operations and capital purposes. Among public institutions, however, the percentage going to current operations is much higher: 71.6 percent in state colleges and universities, and 63.8 percent in the junior colleges. In previous years, a larger percentage of private support went to capital purposes, in both the public and private sectors of higher education.

TOTAL SUPPORT HONOR ROLLS

NASULGC-Type Universities

$40,617,520	University of California (System)	(7)
28,267,995	University of Texas (System)	(7)
21,798,955	University of Michigan	(7)
16,217,234	University of Wisconsin	(7)
14,821,584	University of Minnesota	(7)
10,846,719	University of Illinois	(7)
10,449,564	University of Cincinnati (Ohio)	(3)
9,817,617	Indiana University	(3)
7,682,895	Rutgers, the State University of New Jersey	(3)
7,010,350	University of Kansas	(1)

(The figures in parentheses indicate on how many of the seven Brakeley study honor rolls, including this one, the institution has appeared)

AASCU-Type Institutions

$2,361,876	University of Akron (Ohio)
1,457,474	San Diego State College (Cal.)
1,451,200	University of Louisville
1,406,237	Indiana State University
1,093,452	Oakland University (Mich.)
1,087,902	Ball State University (Ind.)
1,057,047	Wichita State University (Kans.)
1,043,732	University of South Florida
1,021,893	Virginia Commonwealth University
865,122	Michigan Tech. University

Traditionally Black Institutions

$1,078,532	Texas Southern University
628,473	North Carolina Central University
313,153	Jackson State College (Miss.)
256,116	Florida A & M University
157,788	Tennessee State University

Junior and Community Colleges

$379,657	Howard County Junior College (Tex.)
307,785	Phillips County Community College (Ark.)
279,375	College of the Albemarle (N.C.)
223,867	San Antonio Union Junior College District (Tex.)
170,991	Sandhills Community College (N.C.)

HOW THEY DO IT

PROFILES OF SOME HONOR ROLL COLLEGES AND UNIVERSITIES

Statistics tell only part of the story of voluntary support of public higher education. The contributions made by business, foundations, alumni, and other individuals and organizations are the end result of a process that involves university officials, volunteers, alumni, faculty, and other friends who work behind the scenes to attract funds for their institutions. Therefore, to round out the statistical picture in other portions of this report, we present profiles of the development efforts at five of the institutions that were most successful in their fund-raising efforts in 1970-71, as evidenced by their frequent appearances on the Brakeley, John Price Jones honor rolls.

Although each institution's development organization, activities, and case for support vary according to its unique situation and resources, several common themes recur in the case histories. These common elements represent some hallmarks of effective development programs:

***Coordination among alumni, development, foundation, public information, and other university officials and offices that deal with potential contributors.

***Regular communication with contributors and prospects, providing factual information about university developments and encouraging visits to campus.

***Personal contact with potential donors, particularly when soliciting gifts.

***Special recognition of major contributors, including access to top university officials or campus privileges.

***A strong case for support, resting on services performed by the institution for the community, for society, and for the donor, and outlining resources needed to continue or expand such services.

***Committed volunteers, including alumni and faculty in particular, to supplement the efforts of university staff officials in soliciting contributions and planning development activities.

***An independent foundation to solicit, receive, and manage private gifts with greater flexibility and responsiveness than might be possible using state government or university procedures. Well over half of the state colleges and universities now benefit from the activities of such private foundations.

***Reports to donors and prospects regarding the successful use of previous voluntary support for purposes such as innovative programs, scholarship assistance to now productive graduates, recruitment or retention of distinguished faculty, and provision of needed facilities.

***Attention to bequests and deferred giving, as well as to current contributions.

THE UNIVERSITY OF CALIFORNIA

CLOSE WORKING RELATIONSHIPS AND COMMUNICATIONS

The University of California System led the nation's public universities in the total amount of voluntary support received in 1970-71 ($40.6 million) and appears on five other Brakeley/JPJ honor rolls. The University heads three of these honor rolls: non-alumni individual support ($8.1 million), foundation support ($11.8 million), and alumni support ($11.6 million). In addition, the UC System was third among public universities in corporate support ($3.7 million) and tenth in total gifts to the Annual Fund ($.8 million).

The University has nine campuses, each with its own development officer and staff. The staff varies in size among the larger and smaller campuses. Alumni associations and foundations, which have been formed on four of the campuses, supplement activities of the development offices. Although the foundations are separate entities incorporated under California law, they work closely with each campus's Chancellor and direct their fund-raising efforts towards programs or projects which the Chancellors consider important. Outside consultants are used from time to time on special University projects.

The University has been receiving gifts from private sources ever since its organization in 1868. The development function had traditionally been carried on informally in the President's office, until January 1959 when a full-time University-wide development officer was appointed. A year later, each campus was authorized to establish a development office, and private funds were made available for this purpose. Campus development programs continue to be funded from private gifts.

For most gifts to the University, the donor designates the purpose. One of the most important opportunities afforded the University by private support has been the development of innovative educational programs which cannot, in their initial stages, be supported by the State. Private gifts have also enabled the University to expand its student financial aid program significantly, to construct new facilities, to renovate and refurbish existing buildings, to enrich its library resources, and to maintain the high quality of its extensive research program.

The year 1970-71 was the best in the University's history. A $10 million bequest from an alumna in support of the law library on the Berkeley campus substantially raised the voluntary support total received; but even without that bequest, the 1970-71 figure would have been the University's second largest total to date, exceeded only in 1965-66.

A particularly significant factor in the success of the University's efforts to obtain private support is the close working relationship among the Public Affairs, Public Information, and Development Offices of the University. Additionally, the Development Offices have a good working relationship with the alumni organizations. Through all these avenues of outreach, the University has been highly successful in communicating to the people of California timely information concerning its accomplishments, its problems, and its need for financial as well as moral support. The University feels that increases in total gifts received in three out of the last five years, despite student unrest which occurred during that period, affirm the wisdom and success of this coordination and its concentration on keeping the public informed.

The Public Affairs, Public Information, and Development Offices on the nine campuses have a great deal of autonomy in developing their own plans and programs. They report to their respective Chancellors. At the same time, university-wide gift policies and procedures are coordinated in the office of the Vice President—University Relations, whose staff includes a University Director of Development.

The University attributes its success in private fund-raising in large part to its reputation as a prestigious institution with high academic standards and integrity, an eminent faculty, and a record of practical as well as scholarly research and enlightened public service. Its many alumni have been generous in their support, but so have vast numbers of others who have not attended the University but have obviously been convinced that it is an institution worthy of their support.

SOURCES OF SUPPORT

(Columns 4 through 8)

In 1970-71, foundations and corporations accounted for smaller shares of private support at public colleges and universities than they did two years earlier; whereas contributions from alumni and other individuals accounted for a larger share. Chart 1 shows how the pattern of support for 1970-71 differs from that of 1968-69, which was similar to the pattern of previous years.

Chart 2 makes possible a comparison of gift source support for public and private institutions. The 58 major private universities used for the comparison group received more voluntary support dollars than all 307 of the public institutions from each of the major voluntary support sources except "other organizations and sources."

Table 2 illustrates this point with dollar figures.

Table 2

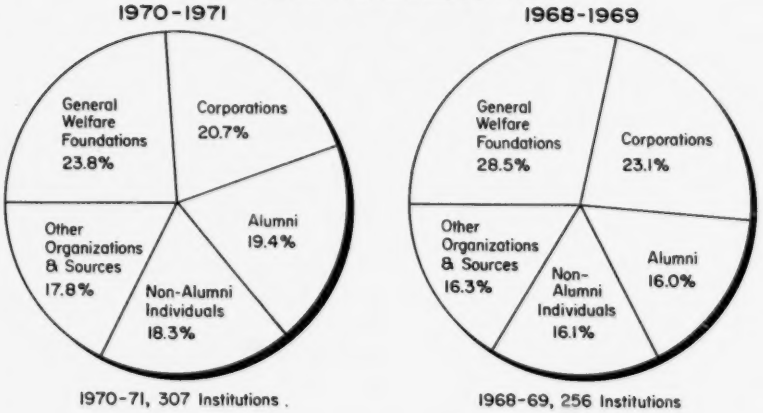
A COMPARISON OF GIFT SOURCES BY TYPE OF INSTITUTIONAL CONTROL

Source	Public Instits.	Major Private Universities
	307 institutions	58 institutions
Foundations	$78,247,835	$164,506,418
Corporations	68,172,615	72,712,514
Alumni	63,627,739	188,521,623
Non-Alumni Individuals	60,009,604	145,757,156
Other Groups	58,663,318	32,966,644

(NOTE: The text of this report and column references under the section headings are keyed to the tables appearing on pages 1 and 18-23. The table on page 1 provides summary totals for all institutions in the survey; the table on pages 18-23 provides breakdowns only for those institutions reporting more than $100,000 in voluntary support in 1970-71.)

Chart 1

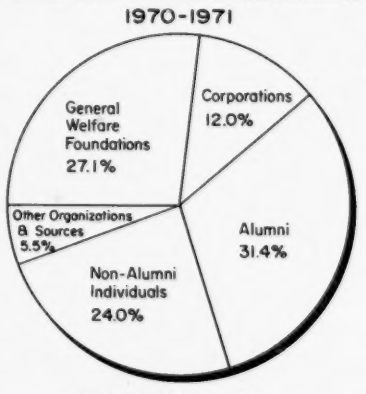
SOURCES OF VOLUNTARY SUPPORT FOR PUBLIC HIGHER EDUCATION



1970-71, 307 Institutions . 1968-69, 256 Institutions

Chart 2

SOURCES OF VOLUNTARY SUPPORT FOR MAJOR PRIVATE UNIVERSITIES



1970-71, 58 Universities

FOUNDATION SUPPORT
(Column 4)

Foundation support figures include grants from general welfare foundations, from special purpose, community and family foundations. Company foundation gifts are included under corporate support figures.

In 1970-71, as in other recent years, the largest share of private support for public higher education came from foundation grants. Such grants amounted to $73,247,835 or 23.8 percent of all support. This compares with a total of $77,506,361 reported in 1968-69, 28.5 percent of all support in that year. While foundation grants declined proportionately in state colleges and universities between 1968-69 and 1970-71, they rose in junior colleges during this same period.

CORPORATE SUPPORT
(Column 5)

In 1970-71, the business community continued as the second largest source of private support to public higher education. Corporations contributed $68,172,615 to public colleges and universities, or 20.7 percent of the total received by the 307 institutions in this study.

Corporate support of public higher education was up 8.6 percent over 1968-69 when business invested $62,774,388 in 256 institutions for 23.1 percent of their total gifts. While the dollar amount of corporate support continues to rise, contributions from other sources have risen faster, resulting in a decline in the proportion of voluntary support that public higher education has received from business. Alumni and non-alumni individual gifts have filled in the gap.

FOUNDATION SUPPORT HONOR ROLL

NASULGC-Type Universities

$11,783,911	University of California (System)
8,111,844	University of Michigan
4,327,469	University of Wisconsin
4,146,374	University of Minnesota
2,963,915	University of Kentucky
2,425,130	University of Cincinnati (Ohio)
2,344,730	University of Nebraska
2,084,379	Wayne State University (Mich.)
2,021,435	University of Houston (Tex.)
1,834,543	University of Delaware

AASCU-Type Institutions

$637,099	Oakland University (Mich.)
378,200	University of Louisville
277,814	Cleveland State University
240,692	Sangamon State University (Ill.)
239,000	Maine Maritime Academy
220,770	North Texas State University
188,852	University of South Alabama
181,401	Michigan Technological University
164,477	Eastern Michigan University
149,821	University of Akron

Traditionally Black Institutions

$836,892	Texas Southern University
105,248	Jackson State College (Miss.)
84,350	Alabama A&M University
58,950	Southern University and A & M College (La.)
52,735	Tennessee State University

Junior and Community Colleges

$379,357	Howard County Junior College (Tex.)
279,375	College of the Albemarle (N.C.)
102,024	Sandhills Community College (N.C.)
44,500	State University of N.Y. – Borough of Manhattan Community College
44,357	Cuyahoga Community College (Ohio)

CORPORATE SUPPORT HONOR ROLL

NASULGC-Type Universities

$5,329,828	University of Michigan
3,974,272	University of Wisconsin
3,713,441	University of California (System)
3,313,399	Pennsylvania State University
3,161,587	University of Illinois
2,161,604	Texas A & M University
2,123,347	Rutgers, The State University of N.J.
1,987,885	University of Missouri
1,844,325	University of Minnesota
1,734,018	University of Cincinnati (Ohio)

AASCU-Type Institutions

$1,190,242	University of Akron
961,189	Indiana State University
696,172	University of South Florida
620,973	North Carolina Central University
494,597	Georgia State University
444,717	Ball State University (Ind.)
390,000	University of Louisville
303,150	Virginia Commonwealth University
299,922	Michigan Tech. University
292,344	Oakland University (Mich.)

Traditionally Black Institutions

$620,973	North Carolina Central University
190,120	Jackson State College (Miss.)
184,535	Florida A & M University
139,966	Texas Southern University
104,488	Tennessee State University

Junior and Community Colleges

$50,280	Delta College (Mich.)
30,000	McHenry College (Ill.)
22,201	Brevard Community College (Fla.)
20,850	State University of N.Y. – Broome Community College
12,198	Odessa College (Tex.)

As in the past, the CFAE report indicates that higher education receives relatively little support from corporate matching gift programs, despite the large number of public college and university alumni in business and industry. Although public institutions receive nearly 22 percent of all private dollars going to higher education, they get less than 13 percent of the matching gift dollars. In a few cases, public institutions are excluded from corporate matching gift programs. In many others, the institutions may not be doing enough to educate their corporate alumni to the possibilities of doubling their giving power through matching gift programs.

About 55 percent of the state colleges and universities, but only about ten percent of the public junior colleges received corporate support from matching gift programs in 1970-71. The total amount of corporate money channeled to the public higher education through matching gifts in 1970-71 was $912,766.

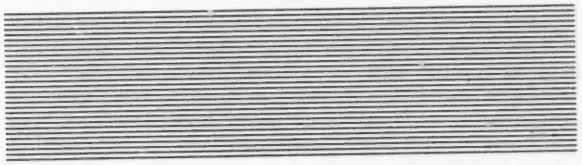
TOTAL ALUMNI SUPPORT
(Column 6)

Alumni contribute to their alma maters through a variety of channels. Annual fund drives attract a major share of alumni gifts; but alumni may also contribute through capital and development campaigns, bequests, and in other ways. At some institutions, all gifts from alumni flow through one fund agency; at others, there are several channels for accepting them.

Total alumni giving to public higher education showed a sharp increase between 1968-69 and 1970-71. In 1968-69, alumni giving totalled $43,512,834, four percent less than the total received two years earlier. In contrast, alumni

giving recorded for 1970-71 totalled $63,627,739, up an enormous 46.2 percent. As a result of this increase, alumni support of public higher education rose from 16.0 percent of the voluntary support total in 1968-69 to 19.4 percent in 1970-71. A significant portion of the increase was due to bequests.

Junior colleges lag way behind four-year colleges in alumni support. While 88 percent of the four-year institutions reported some contributions from alumni, only 21 percent of the junior colleges did.



BEQUESTS, ANNUITIES, LIFE CONTRACTS, AND INSURANCE POLICIES

These sources currently benefit a much higher proportion of private than public institutions. As noted in previous Brakeley reports, bequests, annuities, life contracts, and insurance policies naming the institution as beneficiary are fruitful areas for public colleges and universities to cultivate.

Out of 224 state colleges and universities, 70 institutions, or about 31 percent, reported income from bequests, while only 17, or fewer than 10 percent, reported income from annuities, life contracts, or insurance. Of 58 major private universities, in contrast, 86 percent reported income from bequests while almost half reported income from annuities, life contracts, and insurance. Seven junior colleges, or about 10 percent, reported income from bequests, while only one reported income from the other deferred giving sources.

TOTAL ALUMNI SUPPORT HONOR ROLL

NASULGC-Type Universities

$11,601,846	University of California (System)
4,619,246	University of Kansas
3,803,973	University of Michigan
3,503,009	University of Illinois
3,245,416	Purdue University (Indiana)
2,458,018	University of Wisconsin
2,151,239	Indiana University
1,765,055	West Virginia University
1,733,079	University of North Carolina – Chapel Hill
1,719,779	Georgia Institute of Technology

AASCU-Type Institutions

$353,628	Indiana State University
207,784	Michigan Technological University
183,637	University of Akron
183,040	William & Mary College (Va.)
160,250	Ball State University
152,200	University of Louisville
130,098	University of Southern Mississippi
125,354	Eastern Michigan University
120,121	University of Toledo
111,233	Wichita State University (Kans.)

Traditionally Black Institutions

$21,347	Florida A & M University
15,565	Elizabeth City State University (N.C.)
13,233	Alabama A & M University
9,472	Jackson State College
7,563	South Carolina State College

Community and Junior Colleges

$21,347	New Mexico Military Institute
10,526	Hutchinson Community Junior College (Kans.)
10,021	State University of N.Y.– Agric. & Tech. – Farmingdale
5,537	State University of N.Y. – Agric. & Tech. – Delhi
5,190	Potomac State College (W. Va.)

NON-ALUMNI INDIVIDUAL HONOR ROLL

NASULGC-Type Universities

$8,112,673	University of California (System)
4,186,970	University of Virginia
4,095,234	University of Minnesota
3,764,926	University of South Carolina
3,509,996	University of Cincinnati (Ohio)
1,896,390	University of Nebraska
1,671,570	University of Wisconsin
1,598,242	University of Florida
1,580,343	University of Michigan
1,535,033	Rutgers, The State University of New Jersey

AASCU-Type Institutions

$726,613	University of Akron
597,999	Towson State College (Md.)
372,618	Wichita State University
290,429	East Carolina University (N.C.)
287,647	Virginia Commonwealth University
213,145	Saginaw Valley College (Mich.)
187,243	University of South Florida
173,376	Michigan Tech. University
166,200	Ball State University (Ind.)
138,356	Augusta College (Ga.)

Traditionally Black Colleges

$24,302	South Carolina State College
18,263	Delaware State College
9,437	Florida A & M University

Community and Junior Colleges

$307,785	Phillips County Community College (Ark.)
64,271	St. Petersburg Junior College (Fla.)
61,533	State University of N.Y. – Jamestown Community College
56,523	Sandhills Community College (N.C.)
38,700	Pensacola Junior College (Fla.)

SUPPORT FROM NON-ALUMNI INDIVIDUALS
(Column 7)

Individuals who are not alumni, many of them trustees, students' parents, or neighbors of a college, represent another major source of support for public higher education. At four-year state colleges and universities, while such non-alumni individuals make significant contributions, their efforts are generally outstripped by alumni gifts. At municipal and public junior colleges, in contrast, non-alumni individuals outgive alumni by large amounts. Non-alumni contributed more than ten times as much to public junior colleges, for example, as alumni did in 1970-71.

In 1970-71, non alumni individuals contributed a total of $60,009,604 to public higher education – 18.3 percent of all voluntary support received. Two years earlier, their contributions totalled $43,887,893, or 16.1 percent of support. The two-year percentage increase in non-alumni contributions was 36.7 percent, like alumni contributions, greatly outpacing increases in corporate and foundation giving.

OTHER SOURCES
(Column 8)

This category includes a few gifts from religious organizations of various denominations, some from other groups like labor unions, service clubs and other community organizations, and more from miscellaneous sources which do not fall into any of the preceding categories. From such sources, public institutions received a total of $58,663,318, or 17.8 percent of their voluntary support in 1970-71; two years earlier the comparable total was $44,283,098, or 16.3 percent of their total voluntary support.

No honor rolls are given for this category since its components are too varied for meaningful comparison.

BALL STATE UNIVERSITY

COORDINATION, GOOD FILES AND PERSONAL CONTACT

Voluntary support for Ball State University, Muncie, Indiana, gets a little better every year. By 1970-71, the momentum of fund raising had placed Ball State on eight of the nine Brakeley/JPJ honor rolls for AASCU-type institutions, more than any other AASCU university. Ball State ranks sixth of AASCU institutions in total voluntary support ($1.1 million); second in alumni donors to the Annual Fund (9,327), first in total gifts to the Annual Fund ($806,495), sixth in corporate support ($444,717), fifth in total alumni support ($160,250), ninth in non-alumni individual gifts ($166,200), fifth in alumni solicitation response rate (29.8), and fifth in the amount of alumni gifts to the Annual Fund ($122,261).

According to William McCarthy, Assistant Director of Development at Ball State, "The factor most responsible for our success has been the close cooperation between the Alumni Office and the Development Office—no jealousies, no conflicts over territorial rights, just cooperation." Built upon this close relationship between the two offices, which are both small (the Development Office has a staff of two; the Alumni Office, a staff of three), are other elements of success: a highly organized alumni volunteer group, well-targeted communications, precisely recorded donor groups, and an emphasis upon personal contact.

Volunteer efforts particularly are evident in the alumni annual fund drive which raised $122,261 from 9,327 alumni during 1970-71. This is more than double the number of alumni who contributed four years ago. McCarthy attributes this broadening of the alumni support base to the intensive "telephonethons" which are conducted at 14 metropolitan centers around the state. Alumni volunteers, recruited by the local Alumni Association, man telephones each evening until every alumnus in their county has been personally contacted about a contribution.

A second group of donors, who contribute more each year than the alumni, is known as Friends of Ball State University. Their names are carefully recorded for annual contact and they receive special recognition from the University. At various levels of giving over $100, contributing "Friends" become members of the President's Club, the President's Partners, or the Fellows of the President's Club. Members of the first group receive medallion paperweights. Members of the second group receive a more elaborate paperweight. Fellows of the President's Club receive University library cards and additional privileges similar to faculty members', along with a plaque. All donors of $100 or more receive free parking at athletic events.

This past year, a new solicitation technique was tried for "Friends" who had contributed between $25 and $100 in previous years. Volunteers from the business community were given the names of such contributors from the development files and asked to contact the contributors personally to encourage them to raise their level of giving beyond the $100 amount so that they could join the President's Club. This technique successfully recruited 200 new members for the club.

The names of corporate donors are also filed carefully for future reference. Each year, previous donors receive a letter from the President informing them that the Development Office will soon be calling to set up an appointment. Included with the letter is a booklet describing the benefits that Ball State provides to the State. The follow-up appointments are very important to the University's corporate giving programs because, McCarthy believes, "the eyeball-to-eyeball approach works better than any type of mass mailing or general solicitation technique."

The corporate solicitation, as with the "Friends" and Alumni Fund efforts, are confined within the State, as Ball State considers itself a regional university. This concentration of effort is a key factor in the University's successful fund collection, particularly with alumni drives, it is felt.

Ball State's case for support, although it generally is based upon the University's contributions to the region and to the State, usually deals with specifics: scholarships, faculty research, and other special projects not covered by legislative dollars.

All gifts are channeled to the University through the Ball State University Foundation, Inc., a tax-exempt organization which designates how funds will be spent. Without the Foundation, all gifts would be assigned for use by the State.

JACKSON STATE COLLEGE

VOLUNTEERS AND SCHOLARSHIPS

In 1970-71, Jackson State College received $313,153 in voluntary support funds, an amount which placed it third in total support among predominantly black public colleges in this study. Jackson State also appeared on five other Brakeley/JPJ honor rolls for predominantly black colleges. The Mississippi institution was second in foundation support ($105,248); second in corporate support ($190,120); fourth in total alumni support ($9,472); third in alumni donors to its annual fund (621); and third in alumni gifts to the Annual Fund ($9,472).

These are enviable achievements for a college which established a foundation as a fund-raising arm in 1968. But to Hilliard Lackey, Director of Development and Alumni Affairs, it is not good enough. "We're dragging our feet," says Lackey, "But we're going to get better."

The fund-raising efforts of the college, along with some instructional and administrative activities have been hampered by a growing enrollment which has outstripped the physical plant. Fund-raising is confined to one office, which also includes alumni affairs. This office is staffed with three full-time and four part-time workers. Buildings now under construction will permit expansion of the office and the staff, along with the scope of fund-raising operations.

Jackson State's fund-raising operation is a testimonial to volunteer efforts. The annual alumni fund drive, which collected $9,472 during 1970-71, was conducted by a cadre of alumni volunteers around the country. Mail solicitation preceded follow-ups by volunteers. During the drive, an intense telephone campaign was conducted in the city of Jackson. Next year, the telephone campaign will be extended to include Los Angeles, Chicago, and the Gulf Coast area.

Faculty and staff are also pressed into service as volunteer fund-raisers, to the extent possible. Those who travel to meetings, conferences, or seminars are given the names of corporate and private donors to contact when they arrive. The Development Office, which compiles the contact lists, encourages as many donors as possible to visit the campus.

Jackson State also has entered into a voluntary liaison with the local Chamber of Commerce, which conducts an "open campaign" for the college at three and four-year intervals. The Chamber of Commerce solicitation of local businessmen is particularly successful because most of the major industries of the State are headquartered in Jackson.

Jackson State's fund-raising efforts really began with the establishment of the Jackson State College Development Foundation, Inc., in 1968, as the college's fund solicitation vehicle. Without a foundation, all money collected by a public college in Mississippi becomes the property of the State. The Foundation's board members, who are prominent citizens with a great many contacts, are active on behalf of the college all year long.

The case for support which is presented to alumni, local businessmen, corporate officials and other donors is built upon only one need: scholarships. All private gifts go to scholarships. The average per capita income in the State of Mississippi is $3,200. The students attending Jackson State come from families with an average size of seven and incomes ranging from $2,600 to $5,000 a year. It's almost impossible for these students to attend college without help. "If we can give them the opportunity, the young men and women who come here can achieve the same results as any student in the country," says Lackey. His words are repeated by alumni volunteers, faculty, staff members, Chamber of Commerce friends, and Foundation board members as they collect money to be used solely for scholarships. Lackey says he does not foresee a day when funds will be diverted for any other purpose.

ANNUAL FUND SUPPORT

(Columns 9 through 13)

Because of the importance of ongoing, regular giving to the maintenance of strong educational institutions and programs, this report includes detailed information on annual fund contributions and solicitations. Altogether, 175 of the 231 state and municipal four-year colleges and universities in the study – more than 75 percent – reported annual fund support for 1970-71.

In contrast, only ten of the 76 junior colleges in this study – about 13 percent – reported annual fund activity by submitting information. Therefore, no data about junior college annual fund activities are included in the text of this section, although honor rolls have been compiled. The honor rolls will provide benchmark figures for future studies and are intended also as modest goals for which public junior colleges may aim in the coming biennium.

NUMBER OF ALUMNI OF RECORD
(Column 9)

Alumni figures are not precise because of differences in institutional record-keeping procedures. Some universities consider all alumni as being "of record", while others include only those alumni for whom they have current names and addresses. In addition, some colleges consider as alumni any former students, whether or not they earned a degree; others count only degree holders. Nonetheless, alumni numbers are important because they provide a background against which to measure the breadth of alumni support.

The 231 state and municipal four-year institutions in this study reported a total of 6,586,630 alumni of record in 1970-71, or 45.5 percent of the total number of alumni reported by the 1,080 institutions participating in the CFAE study. From this large alumni pool, state and municipal universities gathered 679,647 annual fund donors, or only 34 percent of all higher education annual fund donors.

When their contributions are measured in dollars, public university alumni make an even smaller proportionate contribution to their annual funds. Annual fund gifts from state and municipal college and university alumni totaled $23,697,760, or 20.6 percent of all annual fund alumni gifts in the nation. While lagging behind alumni annual fund giving to other institutions, this figure represents a significant increase over the comparable figures for 1968-69. Then, alumni gifts to public university annual funds totalled only 12.3 percent of all annual fund alumni donations.

NUMBER OF ALUMNI SOLICITED
(Column 10)

In 1970-71, state and municipal colleges and universities solicited contributions through their annual funds from 5,100,949, or 77.4 percent of their alumni. Two years earlier, public institutions solicited gifts from a higher percentage (80) of their alumni of record, but the total number of persons involved was significantly smaller – 4,235,231.

In general, omitted from solicitations are alumni with incorrect addresses, members of religious orders, and those who may specifically request exclusion. Many institutions do not solicit gifts from non-degree holding alumni unless the alumnus has indicated special interest by making a contribution, attending a university function, or in some other way.

ALUMNI SOLICITATION RESPONSE HONOR ROLL

NASULGC-Type Universities

Alumni of Record	Alumni Solicited	Alumni Donors	% Response	Institution
50,088	48,564	27,968	57.6	Texas A&M Univ.
70,000	8,000	4,134	51.7	West Virginia Univ.
37,721	36,821	16,660	45.1	Georgia Inst. of Tech.
34,000	31,500	11,260	35.6	Mississippi State Univ.
34,875	24,600	7,984	32.5	U. of N. Carolina-Greensboro
44,000	36,000	10,924	30.3	Miami Univ. (Ohio)
35,000	34,500	8,706	25.2	Virginia Polytechnic Inst.
18,000	18,000	4,500	25.0	South Dakota St. Univ.
22,490	22,047	5,251	23.8	Univ. of Delaware
154,915	147,384	34,231	23.2	Ohio State Univ.

AASCU-Type Institutions

Alumni of Record	Alumni Solicited	Alumni Donors	% Response	Institution
1,470	46	41	89.1	Montana College of Mining, Sci. & Tech.
4,727	4,410	2,491	56.5	S. Dakota School of Mines & Tech.
21,600	21,600	10,300	47.7	U. of Southern Mississippi
4,236	4,236	1,340	31.6	Plymouth St. Coll. (N.H.)
32,040	31,255	9,327	29.8	Ball State Univ. (Ind.)
14,000	10,200	2,767	27.1	Va. Military Inst.
11,012	11,012	2,453	22.3	Longwood Coll. (Va.)
1,352	1,261	272	21.6	Grand Valley St. Coll. (Mich.)
22,000	22,000	4,601	20.9	Coll of Wm. & Mary (Va.)
14,000	12,583	2,631	20.9	Georgia St. Univ.

Traditionally Black Colleges

Alumni of Record	Almuni Solicited	Alumni Donors	% Response	Institution
50,000	14,000	3,000	21.4	Southern University (La.)
2,000	2,000	409	20.5	Alabama A & M Univ.
8,500	8,500	833	9.8	Florida A & M Univ.

Community and Junior Colleges

Alumni of Record	Alumni Solicited	Alumni Donors	% Response	Institution
2,760	25	20	80.0	Pensacola Junior Coll. (Fla.)
16,517	10,000	2,600	26.0	New Mexico Military Inst.
1,740	1,740	312	18.0	Sinclair Cmty. Coll. (Ohio)
2,936	665	100	15.0	Northeastern Jr. Coll. (Colo.)

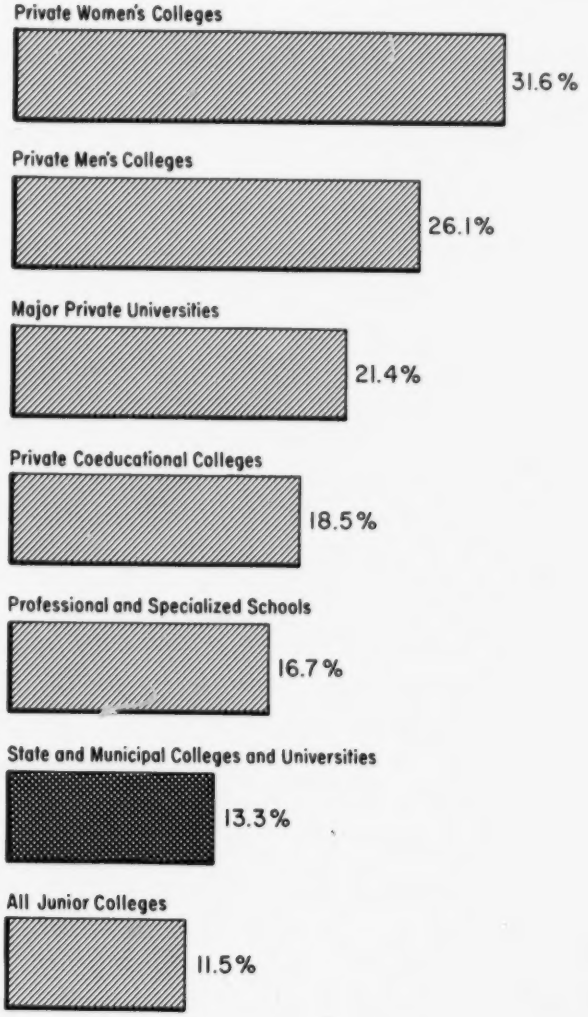
ALUMNI SOLICITATION RESPONSE

The reporting public institutions received annual fund contributions from 679,647 alumni, or 13.3 percent of those solicited. Two years earlier, the response rate was slightly higher, 13.8 percent, and four years ago it was 15 percent. As Chart 3 shows, the public college and universities solicitation response rate is significantly lower than that of private institutions.

Chart 3

ALUMNI SOLICITATION RESPONSE

by Type of Institution



The colleges which receive the largest percentage response to their solicitations are not often the same ones that appear on the honor roll for number of alumni donors. Some institutions on the alumni solicitation response honor roll show an unusually high response rate because they solicit only a small proportion of their alumni. Others indicate, however, that it is possible to receive a relatively high rate of gift returns even by soliciting large numbers of alumni.

NUMBER OF ALUMNI DONORS TO ANNUAL FUND
(Column 11)

As noted in the previous section, state and municipal colleges and universities received annual fund contributions from 679,647 alumni in 1970-71. Two years earlier the number of donors was 583,115. The number of alumni donors, then, rose by 16.6 percent in the two-year period. The number of alumni of record reported by institutions in the Brakeley/JPJ Study rose by 25 percent during the same two year period, so it is possible that the number of donors, while increasing significantly, is not keeping pace with the increased number of alumni.

ALUMNI GIFTS TO ANNUAL FUND
(Column 12)

Between 1966-67 and 1968-69, annual fund alumni giving rose 40.9 percent while other forms of alumni support tapered off. In the most recent biennium, this trend was reversed. Alumni giving to public college and university annual funds fell off slightly while other forms of alumni support rose 46.2 percent.

The total amount of alumni gifts to public university annual funds in 1970-71 was $23,697,760. Two years earlier, the comparable total was $23,988,215.

ALUMNI DONORS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Universities

34,231	Ohio State University
30,652	University of Michigan
27,968	Texas A & M University
22,649	Indiana University
16,660	Georgia Institute of Technology
15,748	University of Illinois
15,104	Michigan State University
15,005	University of Kansas
13,721	University of Tennessee
13,593	University of Nebraska

AASCU-Type Institutions

10,300	University of Southern Mississippi
9,327	Ball State University (Ind.)
6,902	Western Michigan University
5,574	Bowling Green St. University (Ohio)
4,601	College of William & Mary (Va.)
3,645	University of Toledo
3,430	University of Akron
3,338	University of Louisville
3,134	Michigan Tech. University
3,082	Indiana State University

Traditionally Black Colleges

3,000	Southern University and A & M College (La.)
833	Florida A & M University
621	Jackson State College
409	Alabama A & M University
350	North Carolina Central University

Community and Junior Colleges

2,600	New Mexico Military Institute
1,342	State University of N.Y. – Agric. & Tech. – Farmingdale
407	State University of N.Y. – Agric. & Tech. – Delhi

ALUMNI GIFTS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Universities

$2,820,155	University of Michigan
2,121,077	Indiana University
1,315,000	Texas A & M University
1,286,036	Ohio State University
806,440	University of Wisconsin
667,305	Georgia Institute of Technology
612,072	Purdue University (Indiana)
520,000	University of Kansas
511,712	University of Tennessee
484,187	Michigan State University

AASCU-Type Institutions

155,214	College of William & Mary (Va.)
152,200	University of Louisville
146,788	Virginia Military Institute
131,749	University of Southern Mississippi
122,261	Ball State University (Ind.)
96,397	Louisiana Tech. University
88,401	University of Akron
84,273	Bowling Green State University (Ohio)
79,432	Western Michigan University
72,156	Wichita State University

Traditionally Black Institutions

$21,347	Florida A & M University
13,233	Alabama A & M University
9,472	Jackson State College (Miss.)
7,563	South Carolina State College

Junior and Community Colleges

$17,000	New Mexico Military Institute
9,853	State University of N.Y. – Agric. & Tech. – Farmingdale
5,537	State University of N.Y. – Agric. & Tech. – Delhi
2,500	Coffeyville Community Junior College (Kans.)
2,119	Potomac State College (W.Va.)

TOTAL GIFTS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Universities

$2,828,102	Indiana University
2,820,155	University of Michigan
2,275,148	Ohio State University
1,894,576	University of Nebraska
1,580,022	University of Minnesota
1,324,300	Texas A & M University
1,255,107	University of Colorado
1,126,232	University of Wisconsin
840,297	Texas Southern University
812,112	University of California (System)

AASCU-Type Institutions

$806,495	Ball State University
404,873	Western Michigan University
271,723	Michigan Tech. University
247,906	Indiana State University
225,285	University of S. Mississippi
220,068	Bowling Green State University (Ohio)
172,085	Virginia Military Institute
155,739	College of William & Mary (Va.)
154,200	University of Louisville
120,121	University of Toledo

Traditionally Black Institutions

$840,297	Texas Southern University
82,426	South Carolina State College
57,179	West Virginia State College
33,988	Kentucky State College

Junior and Community Colleges

$19,472	North Central Michigan College
19,423	Holyoke Community College (Mass.)
18,921	Pensacola Junior College (Fla.)
18,000	New Mexico Military Institute
11,500	State University of N.Y. – Schenectady County Comm. Coll.

TOTAL GIFTS TO THE ANNUAL FUND
(Column 13)

At a number of institutions, alumni gifts to the annual fund are supplemented increasingly by gifts from non-alumni individuals, including parents and other contributors. Nationally, in fact, only 54 percent of the dollar value of total gifts to annual funds is attributable to alumni gifts.

The honor roll of total gifts to annual funds reflects varying institutional definitions of annual fund gifts. At some, only certain alumni gifts are credited to the annual fund. Elsewhere, gifts from corporations, foundations, and non-alumni individuals may also be included in the annual fund total, significantly augmenting alumni contributions.

FINANCIAL AND ENROLLMENT STATISTICS

(Columns 14 through 16)

The last three columns in the institutional chart provide data, where available from the CFAE report, on each institution's educational, general, and student aid expenditures in 1970-71, the market value of its endowment, and its total enrollment. Many of the institutions with the largest budgets and/or enrollments are also those reporting the greatest amount of voluntary support.

The financial statistics in this report show that public colleges and universities raise from private sources an amount equal to about 4.4 percent of their annual educational, general, and student aid expenditures. Where private gifts and grants are earmarked for endowment or other investment, only their earnings are made available for program or building support.

Although they are not listed in our institutional tables because their grand total of support was less than $100,000, figures from the following colleges and universities are included in the totals used in the text of this report:

STATE COLLEGES AND UNIVERSITIES

Albany State Coll. (Ga.); Arkansas State Univ.; Arkansas Univ. of at Little Rock; California State Coll. at Hayward; California State Coll. (Pa.); Castleton State Coll. (Vt.); Christopher Newport Coll. (Va.); The Citadel (S.C.); Columbus Coll. (Ga.); Concord Coll. (W. Va.); Coppin State Coll. (Md.); Dakota State Coll. (S. Dak.); Delta State Coll. (Miss.); East Central State Coll. (Okla.); East Texas State Univ.; Eastern Illinois Univ.; Eastern Kentucky Univ.; Eastern Montana Coll.; Eastern Oregon Coll.; Elizabeth City State Univ. (N.C.); Fairmont State Coll. (W. Va.); Florence State Univ. (Ala.); Fort Valley State Coll. (Ga.); Frostburg State Coll. (Md.); Georgia Coll.; Glassboro State Coll. (N.J.); Glenville State Coll. (W. Va.); Humboldt State Coll. (Cal.); Jersey City State Coll. (N. J.); Keene State Coll. (N.H.); Kentucky State Coll.; Livingston Univ. (Ala.); Lock Haven State Coll. (Pa.); Longwood Coll. (Va.); Louisiana Tech. Univ.; Lyndon State Coll. (Vt.); McNeese State Univ. (La.); Minot State Coll. (N. Dak.); Missouri Southern Coll.; Montclair State Coll. (N.J.); Murray State Univ. (Ky.); New York State Univ. at Cortland, Fredonia, Geneseo, Cornell (Human Ecology, Indus. & Labor Rel.), Oneonta, Oswego and Potsdam; Forestry, Maritime; North Adams State Coll. (Mass.); Northeast Louisiana Univ.; Northern Colorado, Univ. of; Northern Montana Coll.; Plymouth State Coll. (N.H.); Radford Coll. (Va.); Rhode Island Coll.; Sacramento State Coll. (Cal.); Saint Cloud State Coll. (Minn.); South Carolina State Coll.; Southern State Coll. (Ark.); Southwestern State Coll. (Okla.); Valley City State Coll. (N. Dak.); Virginia, Univ. of – Mary Washington Coll.; West Florida, Univ. of; West Georgia Coll.; West Virginia State Coll.; William Paterson Coll. of N.J.; Wisconsin, Univ. of at La Crosse, Oshkosh, River Falls, Stevens Point and Superior; Worcester State Coll. (Mass.).

MUNICIPAL UNIVERSITIES

City Univ. of New York – Brooklyn, Graduate Div. and Richmond.

PUBLIC JUNIOR AND COMMUNITY COLLEGES

Agrl. & Tech. Coll. at Cobleskill, Delhi, Farmingdale and Morrisville (N.Y.); Arapohoe Community Coll. (Colo.); Arizona Western Coll.; Auburn Community Coll. (N.Y.); Austin State Jr. Coll. (Minn.); Brevard Community Coll. (Fla.); Broome Community Coll. (N.Y.); Caldwell Community Coll. & Tech. Inst. (N.C.); Cape Fear Tech. Inst. (N.C.); Chabot Coll. (Cal.); City Colls. of Chicago (Ill.); Coffeyville Community Jr. Coll. (Kans.); Craven Technical Inst. (N.C.); Cuyahoga Community Coll. (Ohio); Danville Jr. Coll. (Ill.); Delta Coll. (Mich.); Des Moines Area Community Coll. (Iowa); Essex Community Coll. (Md.); Genesee Community Coll. (Mich.); Grays Harbor Coll. (Wash.); Greenfield Community Coll. (Mass.); Gulf Coast Community Coll. (Fla.); Henderson Community Coll. (Ky).; Highland Community Jr. Coll. (Kans.); Holyoke Community Coll. (Mass.); Hutchinson Community Jr. Coll. (Kans.); Indian Hills Community Coll. (Iowa); Itasca State Jr. Coll. (Minn.); Kingsborough Community Coll. (N.Y.); Kishwaukee Coll. (Ill.); Lenoir Community Coll. (N.C.); McHenry Coll. (Ill.); Manhattan Community Coll. (N. Y.); Miles Community Coll. (Mont.); Monroe Community Coll. (N. Y.); Montgomery Peninsula Community Coll. Dist. (Cal.); Nassau Community Coll. (N.Y.); Nebraska Western Coll.; New Mexico Military Inst.; North Central Michigan Coll.; North Country Community Coll. (N.Y.); North Dakota State School of Science; North Dakota State Univ. at Bottineau; North Florida Jr. Coll.; Northeastern Jr. Coll. (Colo.); Odessa Coll. (Tex.); Pensacola Jr. Coll. (Fla.); Pima Coll. (Ariz.); Potomac State Coll. (W. Va.); Randolph Tech. Inst. (N.C.); Ranger Jr. Coll. (Tex.); Rock Valley Coll. (Ill.); Sampson Tech. Inst. (N.C.); Schenectady County Community Coll. (N.Y.); Schoolcraft Coll. (Mich.); Shasta Coll. (Cal.); Sinclair Community Coll. (Ohio); Southern Idaho, Coll. of; Staten Island Community Coll. (N.Y.); Suffolk County Community Coll. (N.Y.); Sullivan County Community Coll. (N.Y.); Texarcana Community Coll. (Tex.); Treasure Valley Community Coll. (Oreg.); Westark Jr. Coll. (Ark.); Wharton County Jr. Coll. (Tex.); Willmar State Jr. Coll. (Minn.).

THE UNIVERSITY OF WISCONSIN

DIVERSITY AND A FOUNDATION

The University of Wisconsin found 1970-71 a good year for fund-raising and expects 1971-72 to be even better when the accounting has been completed. Except for 1967-68, when there was a noticeable drop in alumni support of the Annual Fund, there has been a steady rise there in the response to fund solicitations, according to Robert Rennebohm, Executive Director of the University of Wisconsin Foundation.

In 1970-71, the University of Wisconsin's private support earned it a place on seven of the nine Brakeley/JPJ honor rolls. The University ranked fourth among public universities in total voluntary support ($16.2 million), second in corporate support ($4.0 million), third in foundation support ($4.3 million), fifth in alumni gifts to the Annual Fund ($.8 million), sixth in total alumni support ($2.5 million), seventh in non-alumni individual support ($1.7 million), and eighth in total gifts to the Annual Fund ($1.1 million).

The University has no development office as such. Its solicitation of private gifts is a highly diversified undertaking, yet even within this diversity there is significant coordination.

Grants, which form an important portion of the University's private support, are sought through proposals that are originated by the University's different academic units.

A University Foundation, with a 30-member Board of Directors, seeks gifts from alumni and non-alumni friends, including Wisconsin corporations and foundations, to fill needs suggested by the University. The Foundation's funds support scholarships, professorships, special buildings, and special projects. In addition, other organizations or foundations raise funds for the Student Union, for athletic scholarships, and for special research.

The Foundation's basic fund-raising technique is the direct mail campaign. Most alumni receive one or two mailings annually; particularly responsive alumni on a selected list receive about five. Care is taken to coordinate mailings of the Alumni Association and the Foundation so that they do not coincide. The purpose behind each organization's mailing is different, with the Alumni Association encouraging membership and the Foundation seeking gifts. There is more frequent solicitation of Association members than of non-member alumni.

In asking for private support, the University stresses the fact that while tax funds provide the University with "bread and butter" money, private gifts enable the University to retain its outstanding stature. Wisconsin's new $3.5 million Art Center and its $3.5 million Adult Education-Alumni Center are examples of facilities which were built with private funds.

INSTITUTIONAL REPORT OF VOLUNTARY SUPPORT

Institution	VOLUME OF SUPPORT (1) Total Voluntary Support	PURPOSES OF SUPPORT (2) Current Operations	(3) Capital Purposes	SOURCES OF SUPPORT (4) General Welfare Foundations	(5) Corporations and Business	(6) Alumni	(7) Non-Alumni Individuals
STATE COLLEGES AND UNIVERSITIES							
Akron, U. of (Ohio)	$2,361,876	$ 650,947	$1,710,929	$ 149,821	$1,190,242	$ 182,637	$ 726,613
Alabama A & M U.	138,073	138,073	0	84,350	37,260	13,233	3,230
Alabama, U. of	910,764	631,628	279,136	91,460	323,517	278,422	120,590
Appalachian St. U. (N.C.)	367,062	367,062	0	140,000	165,739	18,660	42,663
Arizona St. U.	1,031,804	978,535	53,269	645,315	274,147	69,073	8,000
Arizona, U. of	4,846,816	4,350,579	496,237	1,389,921	1,211,975	89,113	794,867
Augusta Coll. (Ga.)	138,356	138,356	0	0	0	0	138,356
Ball St. U. (Indiana)	1,087,902	806,495	281,407	136,635	444,717	160,250	166,200
Bowling Green St. U. (Ohio)	317,598	275,108	42,490	5,900	89,067	90,014	125,698
Calif. St. Coll.-Los Angeles	377,984	377,984	0	51,714	262,172	2,400	0
Calif. St. Poly. Coll.-Pomona	312,301	195,749	116,552	68,254	140,586	9,030	66,431
Calif., U. of (Summary)	40,617,520	23,101,788	17,515,732	11,783,911	3,713,441	11,601,846	8,112,673
Berkeley	18,198,180	6,102,143	12,096,037	4,121,342	1,016,004	10,870,864	1,376,510
Davis	2,278,512	2,151,264	127,248	772,688	397,783	259,295	260,480
Irvine	724,968	652,254	72,714	115,930	86,206	8,511	181,140
Los Angeles	9,296,998	6,436,183	2,860,815	3,098,596	835,707	367,696	3,237,773
Riverside	566,865	565,299	1,566	167,083	199,644	10,255	32,238
San Diego	2,631,293	2,376,823	254,470	1,489,891	294,100	26	212,845
San Francisco	3,285,312	2,976,510	308,802	1,314,388	573,648	23,917	430,310
Santa Barbara	559,582	516,491	43,091	290,030	44,475	48,785	113,345
Santa Clara	354,426	346,695	7,731	175,352	16,949	1,475	113,948
U. Wide Administration	2,721,384	978,126	1,743,258	238,611	248,925	11,022	2,154,084
Cameron Coll. (Okla.)	147,395	17,234	130,161	130,161	0	0	17,234
Central Michigan U.	270,496	260,779	9,717	140,320	16,445	28,396	16,438
Clemson U. (S.C.)	1,114,250	918,455	195,795	20,200	398,477	386,254	303,973
Cleveland St. U. (Ohio)	424,125	424,125	0	277,814	75,674	0	0
Colorado St. U.	315,490	296,887	18,603	4,330	186,381	24,991	28,359
Colorado, U. of	5,642,961	1,255,107	4,387,854	NA	NA	NA	NA
Connecticut, U. of	1,652,225	1,652,124	27,101	573,103	242,680	136,641	381,479
Delaware St. Coll.	110,930	110,930	0	36,750	49,665	4,952	18,263
Delaware, U. of	3,821,548	1,309,139	2,512,409	1,834,543	414,143	112,479	1,110,222
East Carolina U. (N.C.)	372,900	336,304	36,596	0	62,844	19,627	290,429
East Tennessee St. U.	254,752	32,632	222,120	21,015	222,569	1,265	9,903
Eastern Michigan U.	310,479	310,479	0	164,477	14,138	125,354	6,410
Eastern Washington St. Coll.	102,257	102,257	0	7,137	19,785	15,254	0
Florida A & M U.	256,116	256,116	0	25,600	184,535	21,347	9,437
Florida St. U.	491,836	491,836	0	35,885	101,424	106,036	130,131
Florida, U. of	2,784,147	2,493,571	290,576	69,500	302,095	716,407	1,598,242
Fort Hays Kansas St. Coll.	118,886	94,188	24,698	3,000	54,300	23,709	17,457
Georgia Inst. of Tech.	2,739,751	2,603,738	136,013	248,955	708,874	1,719,779	62,143
Georgia Southern Coll.	109,595	109,595	0	27,602	48,338	5,489	1,935
Georgia St. U.	730,506	714,349	16,157	105,752	494,597	63,007	32,582
Georgia, U. of	2,744,328	2,656,352	87,976	306,845	684,070	520,353	81,109
Grand Valley St. Coll. (Mich.)	159,518	90,558	68,960	68,753	35,028	551	31,309
Hawaii, U. of	2,841,129	2,841,129	0	536,957	367,431	38,193	139,063
Houston, U. of (Tex.)	2,851,878	1,529,197	1,322,681	2,021,435	460,804	4,024	199,511
Idaho, U. of	678,801	444,506	234,295	180,670	169,961	134,395	49,910
Illinois St. U.	420,015	363,515	56,500	9,611	89,787	65,920	84,050
Illinois, U. of	10,846,719	7,568,862	3,277,857	1,136,607	3,161,587	3,503,009	412,841
Indiana St. U.	1,406,237	247,906	1,158,331	0	961,189	353,628	55,474
Indiana U.	9,817,617	8,709,902	1,107,715	1,445,794	1,208,445	2,151,239	636,548
Indiana U. of Pa. (Pa.)	100,043	69,555	30,488	0	30,140	39,415	30,488

FOR PUBLIC HIGHER EDUCATION, 1970-1971

	SUPPORT THROUGH THE ANNUAL FUND					GENERAL INFORMATION			
(8) Other Groups and Sources	(9) Total Number Alumni of Record	(10) Alumni Solicited Through Annual Fund	(11) Number Alumni Donors to Annual Fund	(12) Dollar Value of Alumni Gifts to Annual Fund	(13) Dollar Value of Total Gifts to Annual Fund	(14) Expenditures--Educational and General (in millions)	(15) Market Value of Endowment	(16) Enrollment	Institution
111,563	30,947	18,160	3,430	$ 88,401	$ 89,121	$ 22.8	$ 2.7	18,526	Akron, U. of (Ohio)
0	2,000	2,000	409	13,233	29,323	3.6	0	2,755	Alabama A & M U.
96,775	82,484	75,856	10,895	197,507	276,323	29.3	12.8	13,017	Alabama, U. of
0	13,800	13,800	726	18,660	51,929	9.9	.6	7,088	Appalachian St. U. (N.C.)
35,269	53,140	49,940	3,948	69,073	69,073	41.2	.8	29,818	Arizona St. U.
,360,940	221,438	58,852	3,636	89,113	110,469	74.5	8.7	26,127	Arizona, U. of
0	2,000	1,000	131	1,488	1,678	2.9	0	2,877	Augusta Coll. (Ga.)
180,100	32,040	31,255	9,327	122,261	806,495	31.6	0	16,748	Ball St. U. (Indiana)
6,919	31,564	28,495	5,574	84,273	220,068	29.4	NA	16,593	Bowling Green St. U. (Ohio)
61,698	45,000	45,000	1,200	10,000	10,200	NA	0	23,000	Calif. St. Coll.-Los Angeles
28,000	95,000	0	0	0	0	14.4	0	9,900	Calif. St. Poly. Coll.-Pomona
,405,649	365,358	309,583	10,849	423,900	812,112	752.6	306.0	109,033	Calif., U. of (Summary)
813,460	195,000	185,000	6,136	380,046	380,046	155.0	NA	28,525	Berkeley
588,266	20,583	20,583	2,091	37,602	40,947	76.9	NA	13,362	Davis
333,181	3,200	NA	NA	NA	NA	28.7	NA	6,367	Irvine
,757,226	95,000	83,000	2,136	174,715	174,715	188.3	NA	28,920	Los Angeles
157,645	7,542	0	0	0	0	31.9	NA	5,991	Riverside
634,431	2,100	0	0	0	0	96.8	NA	5,851	San Diego
943,049	13,456	0	0	0	0	84.0	NA	2,601	San Francisco
62,947	26,635	21,000	386	5,952	11,104	39.8	NA	13,644	Santa Barbara
46,702	1,84[illegible]	0	100	300	180,300	15.1	NA	3,772	Santa Clara
68,742	N[illegible]	NA	NA	NA	NA	36.1	306.0	NA	U. Wide Administration
0	NA	NA	NA	NA	NA	2.8	0	4,100	Cameron Coll. (Okla.)
68,897	NA	NA	NA	NA	NA	.2	21.9	15,812	Central Michigan U.
5,346	19,909	19,909	3,558	118,056	119,965	23.4	.9	8,038	Clemson U. (S.C.)
70,637	14,750	14,750	2,150	38,300	38,300	19.4	.2	15,200	Cleveland St. U. (Ohio)
71,429	26,500	0	533	13,016	296,888	47.5	1.0	17,045	Colorado St. U.
NA	60,000	60,000	10,543	291,065	1,255,107	119.8	8.2	21,171	Colorado, U. of
318,322	40,941	40,941	5,631	93,549	93,549	61.8	1.9	23,691	Connecticut, U. of
1,300	2,124	0	0	0	0	3.7	.1	1,921	Delaware St. Coll.
350,161	22,490	22,047	5,251	109,295	114,825	34.6	NA	16,784	Delaware, U. of
0	21,500	21,500	1,555	17,928	18,625	17.5	NA	11,363	East Carolina U. (N.C.)
0	18,000	12,500	434	5,179	5,304	11.8	0	9,798	East Tennessee St. U.
100	35,718	35,718	2,195	65,265	65,265	29.0	.5	19,965	Eastern Michigan U.
60,081	14,500	9,858	412	4,734	4,734	12.1	0	6,345	Eastern Washington St. Coll.
15,197	8,500	8,500	833	21,347	33,650	9.4	0	4,944	Florida A & M U.
118,360	42,000	36,000	5,426	102,000	126,000	NA	0	18,000	Florida St. U.
97,903	68,736	53,461	9,284	211,000	218,000	123.4	4.3	22,601	Florida, U. of
20,420	13,810	NA	650	2,645	52,645	6.9	.7	5,442	Fort Hays Kansas St. Coll.
0	37,721	36,821	16,660	667,305	713,223	31.7	2.8	8,292	Georgia Inst. of Tech.
26,231	7,937	7,700	272	5,488	42,995	6.9	0	5,719	Georgia Southern Coll.
34,568	14,000	12,583	2,631	60,325	61,480	23.1	0	14,521	Georgia St. U.
151,951	71,747	58,903	8,996	298,854	451,297	88.5	4.4	19,855	Georgia, U. of
23,877	1,352	1,261	272	401	11,033	5.8	.7	3,301	Grand Valley St. Coll. (Mich.)
759,485	23,000	23,000	NA	36,418	759,198	99.8	1.1	22,009	Hawaii, U. of
166,104	40,000	40,000	2,219	52,193	52,193	2.0	6.3	25,582	Houston, U. of (Tex.)
143,865	34,000	24,000	2,935	53,924	73,221	20.7	16.5	7,935	Idaho, U. of
170,647	42,000	36,000	2,800	31,000	53,000	33.2	NA	18,585	Illinois St. U.
632,675	190,000	185,000	15,748	472,264	536,264	262.2	20.5	58,022	Illinois, U. of
35,946	28,000	28,000	3,082	33,923	247,906	22.6	NA	13,505	Indiana St. U.
375,591	193,648	106,978	22,649	2,121,077	2,828,102	153.2	14.9	67,448	Indiana U.
0	30,739	19,026	1,671	18,642	19,415	20.1	.3	10,532	Indiana U. of Pa. (Pa.)

Institution	VOLUME OF SUPPORT	PURPOSES OF SUPPORT		SOURCES OF SUPPORT			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Total Voluntary Support	Current Operations	Capital Purposes	General Welfare Foundations	Corporations and Business	Alumni	Non-Alumni Individuals
STATE COLLEGES AND UNIVERSITIES							
Iowa St. U. of Sci. & Tech.	$2,549,401	$1,923,255	$ 626,146	$ 191,519	$ 911,676	$ 739,869	$ 136,42
Iowa, U. of	4,487,263	3,976,253	511,010	865,290	710,938	699,955	499,26
Jackson St. Coll. (Miss.)	313,153	272,481	40,672	105,248	190,120	9,472	4,81
Kansas St. Teachers Coll.	202,060	128,891	73,169	23,651	6,700	78,054	18,99
Kansas St. U.	1,875,765	1,506,824	368,941	727,449	437,392	318,373	199,30
Kansas, U. of	7,010,350	2,064,551	4,945,799	604,123	569,544	4,619,246	812,41
Kent St. U. (Ohio)	1,352,344	1,125,695	226,649	39,792	116,463	96,004	1,100,08
Kentucky, U. of	4,203,283	4,007,062	196,221	2,963,915	59,037	508,884	125,12
Louisville, U. of (Ky.)	1,451,200	1,451,200	0	378,200	390,000	152,200	127,90
Louisiana St. U. & A & M Coll.	3,000,818	2,185,144	815,674	689,753	1,215,834	284,702	93,82
Maine Maritime Academy	287,800	10,200	277,600	239,000	14,522	1,820	30,63
Maine, U. of	1,328,418	946,829	381,589	355,202	222,445	165,315	585,45
Maryland, U. of	2,235,253	2,095,899	139,354	651,902	286,240	145,767	283,97
Miami U. (Ohio)	492,415	303,130	189,285	19,958	42,559	346,706	57,21
Michigan St. U.	2,412,788	2,105,123	307,665	513,494	568,588	566,483	566,83
Michigan Tech. U.	865,122	499,468	365,654	181,401	299,922	207,784	173,37
Michigan, U. of	21,798,955	16,611,455	5,187,500	8,111,844	5,329,828	3,803,973	1,580,34
Midwestern U. (Tex.)	179,636	150,597	29,039	93,961	11,334	6,597	53,30
Middle Tennessee St. U.	275,100	97,032	178,068	19,290	28,503	16,129	18,69
Minnesota, U. of	14,821,584	13,706,853	1,114,731	4,146,374	1,844,325	1,580,022	4,095,23
Mississippi St. U.	1,226,409	212,634	1,013,775	97,946	47,596	1,042,811	22,67
Missouri, U. of	3,607,795	1,597,410	2,010,385	136,580	1,987,885	386,891	587,63
Mont. Coll. of Min. Sci. & Tech.	209,195	204,195	5,000	0	197,496	2,766	8,93
Moorhead St. Coll. (Minn.)	106,904	105,404	1,500	8,182	5,073	11,829	24,88
Nebraska, U. of	5,686,121	5,281,826	404,295	2,344,730	440,555	203,629	1,896,39
Newark Coll. of Eng. (N.J.)	252,945	252,945	0	0	205,052	46,993	90
New Hampshire, U. of	601,417	227,752	373,665	31,328	96,443	156,342	308,49
New Mexico St. U.	936,049	920,799	15,250	2,600	805,052	7,500	35,19
New Mexico, U. of	986,455	790,260	196,195	368,055	206,732	57,010	186,08
New York, St. U. of							
Agr. & Life Sci.-Cornell	1,745,747	1,745,747	0	1,166,521	468,709	2,488	30,54
Albany	372,375	372,375	0	81,385	122,856	21,720	22,16
Buffalo St. U.	765,672	733,188	32,484	107,032	321,009	113,297	224,33
Downstate Med. Ctr.	581,104	581,104	0	86,256	255,640	49,020	1,40
Upstate Med. Ctr.	1,462,764	1,462,764	0	10,786	76,839	22,008	16,47
Veterinary Med.-Cornell	170,428	170,428	0	24,580	104,290	1,182	84
No. Carolina Central U.	628,473	376,155	252,318	0	620,973	6,000	1,50
No. Carolina St. U.-Raleigh	3,067,896	2,490,704	577,192	15,650	1,465,441	606,658	926,38
No. Carolina, U. of-Chapel Hill	3,403,233	2,590,385	812,848	1,113,980	252,254	1,733,079	303,92
Charlotte	630,125	505,625	124,500	306,895	20,000	1,744	272,08
Greensboro	666,578	492,112	174,466	232,180	140,121	150,571	87,11
North Dakota, U. of	2,122,813	557,073	1,565,740	130,500	85,457	519,988	1,152,52
North Texas St. U.	289,698	289,698	0	220,770	21,675	16,826	5,51
Oakland U. (Mich.)	1,093,452	518,435	575,017	637,099	292,344	3,459	125,87
Ohio St. U.	4,420,641	3,319,742	1,000,899	1,129,314	1,016,179	1,286,036	989,11
Ohio U.	937,893	638,290	299,603	11,643	207,613	420,671	128,99
Old Dominion U. (Va.)	413,590	413,590	0	4,100	104,465	12,125	113,18
Oregon St. U.	2,469,792	1,901,366	568,426	951,765	394,357	472,459	217,66
Oregon, U. of	1,546,289	1,546,289	0	204,018	132,651	176,344	839,79
Pennsylvania St. U.	5,557,438	4,696,147	861,291	1,048,710	3,313,399	414,225	781,10
Puerto Rico, U. of	959,500	959,500	0	0	0	0	
Purdue U. (Ind.)	5,793,178	1,054,020	4,739,158	1,115,854	697,820	3,245,416	707,52
Rhode Island, U. of	542,894	476,874	66,020	81,111	179,444	112,755	45,01
Rutgers St. U. (N.J.)	7,682,895	5,354,360	2,328,535	1,435,375	2,123,347	330,547	1,535,03
Saginaw Valley Coll. (Mich.)	268,232	99,444	168,788	5,063	36,306	0	213,14
San Diego St. Coll. (Calif.)	1,457,474	1,449,933	7,541	80,207	191,348	21,848	37,52
San Francisco St. Coll. (Calif.)	143,978	143,978	0	19,027	124,951	0	
Sangamon St. U. (Ill.)	246,692	6,000	240,692	240,692	0	0	

	SUPPORT THROUGH THE ANNUAL FUND					GENERAL INFORMATION			
)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
her oups d urces	Total Number Alumni of Record	Alumni Solicited Through Annual Fund	Number Alumni Donors to Annual Fund	Dollar Value of Alumni Gifts to Annual Fund	Dollar Value of Total Gifts to Annual Fund	Expenditures--Educational and General (in millions)	Market Value of Endowment	Enrollment	Institution
569,911	74,000	66,000	9,842	$ 228,496	$ 534,439	$ 74.7	$ NA	19,620	Iowa St. U. of Sci. & Tech.
711,815	84,774	84,774	8,212	285,000	350,000	111.2	NA	20,387	Iowa, U. of
3,500	11,000	7,648	621	9,472	17,285	8.1	NA	5,058	Jackson St. Coll. (Miss.)
74,662	20,000	20,000	800	15,000	25,000	10.4	1.3	6,970	Kansas St. Teachers Coll.
193,245	52,278	52,278	8,420	318,373	465,040	44.6	6.4	13,847	Kansas St. U.
405,023	71,000	68,000	15,005	520,000	603,434	86.8	37.0	19,393	Kansas, U. of
0	46,000	37,500	6,512	96,004	431,841	49.0	.1	29,636	Kent St. U. (Ohio)
546,322	43,800	41,200	7,734	NA	153,439	85.1	1.4	28,235	Kentucky, U. of
402,900	25,500	25,500	3,338	152,200	154,200	NA	12.6	10,468	Louisville, U. of (Ky.)
716,707	65,831	55,831	8,974	229,458	229,458	96.0	NA	35,031	Louisiana St. U. & A & M Coll.
1,825	2,233	2,233	186	3,345	3,345	1.2	NA	519	Maine Maritime Academy
0	39,010	35,626	6,364	163,047	165,315	43.9	10.4	22,276	Maine, U. of
867,366	74,743	70,200	3,888	144,778	258,853	151.2	14.3	51,304	Maryland, U. of
25,982	44,000	36,000	10,924	346,706	492,415	25.4	4.3	12,322	Miami U. (Ohio)
197,386	118,000	99,500	15,104	484,187	595,866	140.9	7.5	40,511	Michigan St. U.
2,639	17,278	17,278	3,134	67,372	271,723	13.7	.2	5,002	Michigan Tech. U.
972,967	253,260	167,277	30,652	2,820,155	2,820,155	197.7	87.2	39,661	Michigan, U. of
14,439	4,356	4,356	79	4,404	4,404	3.7	NA	4,308	Midwestern U. (Tex.)
192,485	11,437	11,437	397	16,129	110,100	10.5	0	8,093	Middle Tennessee St. U.
155,629	125,000	100,000	9,443	204,556	1,580,022	219.6	81.6	51,247	Minnesota, U. of
15,381	34,000	31,500	11,260	91,850	97,650	35.6	1.5	8,955	Mississippi St. U.
508,804	137,836	84,215	13,326	307,606	613,143	157.8	14.5	48,713	Missouri, U. of
0	1,470	46	41	3,125	3,575	1.9	0	982	Mont. Coll. of Min. Sci. & Tech.
56,940	7,250	6,400	1,112	11,829	36,709	8.2	0	5,160	Moorhead St. Coll. (Minn.)
800,817	90,500	81,000	13,593	421,250	1,894,576	93.5	NA	34,899	Nebraska, U. of
0	10,600	10,600	2,215	38,100	48,503	10.9	.5	5,961	Newark Coll. of Eng. (N.J.)
8,810	30,700	28,000	4,888	144,377	156,831	32.1	3.6	10,473	New Hampshire, U. of
85,700	9,500	9,500	955	7,200	7,500	30.2	2.3	8,155	New Mexico St. U.
168,571	33,000	33,000	1,888	49,364	134,682	43.4	13.5	18,169	New Mexico, U. of
									New York, St. U. of
77,483	NA	NA	NA	NA	NA	28.5	0	3,368	Agr. & Life Sci.-Cornell
124,250	19,050	15,500	2,383	21,720	21,720	34.8	0	13,240	Albany
0	46,300	29,300	710	32,484	34,266	NA	NA	24,606	Buffalo St. U.
188,788	NA	NA	NA	NA	NA	13.8	5.0	1,142	Downstate Med. Ctr.
336,655	2,605	2,179	170	22,008	22,008	33.0	NA	742	Upstate Med. Ctr.
39,530	NA	NA	NA	NA	NA	6.3	0	312	Veterinary Med.-Cornell
0	7,000	7,000	350	6,500	9,500	6.5	.5	3,700	No. Carolina Central U.
53,758	49,467	32,412	4,738	120,171	120,461	66.0	4.8	13,730	No. Carolina St. U.-Raleigh
0	77,500	51,732	9,996	311,535	311,960	108.4	21.0	18,130	No. Carolina, U. of-Chapel Hill
29,406	2,274	0	0	1,744	1,744	6.6	.3	4,068	Charlotte
56,591	34,875	24,600	7,984	149,779	150,571	14.0	1.3	6,703	Greensboro
234,344	74,209	42,500	3,704	143,901	195,917	19.4	1.5	8,150	North Dakota, U. of
24,911	NA	NA	NA	NA	NA	19.8	0	15,402	North Texas St. U.
34,678	3,372	2,128	264	3,139	3,459	13.9	1.0	7,006	Oakland U. (Mich.)
0	154,915	147,384	34,231	1,286,036	2,275,148	150.6	43.6	50,547	Ohio St. U.
168,971	44,538	44,538	5,422	420,671	549,666	44.6	2.4	23,978	Ohio U.
179,718	11,180	10,200	1,192	11,460	12,125	10.5	NA	10,239	Old Dominion U. (Va.)
433,542	49,772	49,772	6,080	60,713	64,862	51.9	NA	15,509	Oregon St. U.
193,477	42,000	39,000	4,850	51,508	71,787	42.0	4.3	15,301	Oregon, U. of
0	122,546	106,500	11,476	414,225	414,225	152.3	6.0	53,209	Pennsylvania St. U.
959,500	NA	NA	NA	NA	NA	105.1	.1	42,516	Puerto Rico, U. of
26,565	93,480	93,480	8,429	612,072	637,924	108.9	27.5	38,314	Purdue U. (Ind.)
124,570	20,248	19,450	4,142	75,047	94,813	36.0	.8	17,629	Rhode Island, U. of
,258,593	62,339	58,000	7,360	216,239	504,531	101.4	35.7	38,950	Rutgers, St. U. (N.J.)
13,718	460	460	10	1,600	1,600	2.9	.5	1,839	Saginaw Valley Coll. (Mich.)
,126,547	20,000	6,000	100	12,912	21,848	7.4	.5	25,572	San Diego St. Coll. (Calif.)
0	NA	NA	NA	NA	NA	33.5	0	18,264	San Francisco St. Coll. (Calif.)
6,000	NA	NA	NA	NA	NA	3.7	NA	811	Sangamon St. U. (Ill.)

Institution	VOLUME OF SUPPORT (1) Total Voluntary Support	PURPOSES OF SUPPORT (2) Current Operations	(3) Capital Purposes	SOURCES OF SUPPORT (4) General Welfare Foundations	(5) Corporations and Business	(6) Alumni	(7) Non-Alumni Individuals
STATE COLLEGES AND UNIVERSITIES							
South Alabama, U. of	$ 224,329	$ 35,477	$ 188,852	$ 188,852	$ 34,320	$ 0	$ 1,15
South Carolina, U. of	5,764,021	1,745,745	4,018,276	356,306	898,509	621,080	3,764,92
So. Dakota Sch. of Mines & Tech.	254,120	165,822	88,298	8,400	122,462	79,213	38,21
So. Dakota St. U.	893,570	893,570	0	2,000	573,681	183,000	134,88
So. Dakota, U. of	299,921	234,070	65,851	73,529	47,464	61,058	78,81
South Florida, U. of	1,043,732	822,845	220,887	38,102	696,172	10,179	187,24
Southern Ill. U.-Edwardsville	211,672	211,672	0	85,179	30,740	6,393	26,76
Southern Mississippi, U. of	223,634	221,983	1,651	3,852	60,607	130,098	29,07
Southern Oregon U.	141,529	128,529	13,000	31,056	5,500	11,861	13,40
Southern U. & A & M Coll. (La.)	139,160	139,160	0	58,950	65,183	6,144	6,39
Stephen F. Austin St. U. (Tex.)	155,069	155,069	0	0	104,316	0	
Tennessee St. U.	157,788	157,788	0	52,735	104,488	0	56
Tennessee, U. of	3,480,958	2,824,883	656,075	702,261	992,520	790,556	50,68
Texas A & M U.	5,988,649	5,303,392	685,257	1,419,096	2,161,604	1,284,697	744,19
Texas Southern U.	1,078,532	1,037,382	41,150	836,892	139,966	3,712	8,98
Texas, U. of (System)	28,267,995*	NA	NA	NA	NA	NA	NA
Dallas	1,007,194	227,194	780,000	1,007,194	0	0	
Toledo, U. of (Ohio)	399,833	399,833	0	0	208,070	120,121	26,29
Towson St. Coll. (Md.)	766,067	741,067	25,000	0	70,418	16,572	597,99
Utah, U. of	5,077,270	4,899,662	177,608	634,505	1,217,644	159,055	943,50
Vermont, U. of	1,734,858	922,896	811,962	118,889	129,868	675,377	421,83
Virginia Commonwealth U.	1,021,893	1,013,708	8,185	39,100	303,150	14,701	287,64
Virginia Poly. Inst. & St. U.	2,096,261	1,662,076	434,185	403,655	675,621	442,877	146,00
Virginia, U. of	6,050,607	1,590,014	4,460,593	506,624	446,328	648,207	4,186,97
Washington St. U.	417,538	402,673	14,865	38,031	68,366	136,261	
Washington, U. of	6,637,607	6,492,941	144,666	1,547,208	1,496,865	208,382	1,204,87
Wayne St. U. (Mich.)	4,504,979	2,782,710	1,722,269	2,084,379	854,407	141,014	173,95
Weber St. Coll. (Utah)	159,883	159,883	0	10,914	12,364	101,798	11,81
West Virginia U.	3,641,270	2,099,705	1,541,565	564,874	693,982	1,765,055	111,49
Western Carolina U. (N.C.)	124,380	124,380	0	0	18,349	19,275	86,35
Western Illinois U.	171,418	171,418	0	63,141	57,419	10,462	14,73
Western Michigan U.	404,868	404,868	0	72,988	125,859	79,430	112,38
Western Washington St. Coll.	139,468	139,468	0	9,480	28,820	5,479	7,43
Wichita St. U. (Kans.)	1,057,047	397,213	659,834	67,037	218,131	111,233	372,61
William & Mary, Coll. of (Va.)	271,277	200,546	70,731	8,325	600	183,040	53,98
Wisconsin, U. of	16,217,234	12,481,697	3,735,537	4,327,469	3,974,272	2,458,018	1,671,57
Eau Claire	106,005	104,335	1,670	65,608	3,140	8,546	22,44
Stout	101,874	58,977	42,897	1,000	35,906	60,468	4,50
Whitewater	101,000	101,000	0	0	0	50,100	50,90
Wyoming, U. of	1,296,584	863,117	433,467	61,462	167,933	31,203	717,52
MUNICIPAL UNIVERSITIES							
Cincinnati, U. of (Ohio)	10,449,564	4,994,596	5,454,968	2,425,130	1,734,018	227,356	3,509,99
New York, City U. of - City	430,174	355,174	75,000	78,350	34,827	292,097	24,90
- Hunter	364,998	176,971	188,027	121,080	9,320	131,318	103,28
- Queens	196,245	195,150	1,095	157,237	0	5,190	33,81
PUBLIC JUNIOR AND COMMUNITY COLLEGES							
Albemarle, Coll. of the (N.C.)	279,375	139,375	140,000	279,375	0	0	
Howard County Jr. Coll. (Tex.)	379,657	5,300	374,357	379,357	0	0	30
Phillips County Cmty. Coll. (Ark.)	307,785	2,728	305,057	0	0	0	307,78
St. Petersburg Jr. Coll. (Fla.)	113,486	113,486	0	4,045	8,320	568	64,27
San Antonio Union J.C. Dist. (Tex.)	223,867	223,867	0	0	0	0	
Sandhills Cmty. Coll. (N.C.)	170,991	170,991	0	102,024	0	0	56,52
SUNY-Jamestown Cmty. (N.Y.)	154,201	8,743	145,458	27,000	2,603	0	61,53
FEDERAL ACADEMIES							
U.S. Coast Guard Academy	272,576	20,000	252,576	252,576	0	20,000	
U.S. Military Academy	1,626,440	331,681	1,294,759	7,620	55,147	1,438,372	114,06

*Not included in total shown in Table 1, page 1

	SUPPORT THROUGH THE ANNUAL FUND					GENERAL INFORMATION			
8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
her roups d ources	Total Number Alumni of Record	Alumni Solicited Through Annual Fund	Number Alumni Donors to Annual Fund	Dollar Value of Alumni Gifts to Annual Fund	Dollar Value of Total Gifts to Annual Fund	Expenditures--Educational and General (in millions)	Market Value of Endowment (in millions)	Enrollment	Institution
0	2,157	NA	NA	$ NA	$ NA	$ 8.9	$ NA	5,221	South Alabama, U. of
123,200	58,000	25,000	4,596	244,805	424,003	31.2	2.4	17,044	South Carolina, U. of
7,830	4,727	4,410	2,491	24,615	24,615	4.9	NA	1,694	So. Dakota Sch. of Mines & Tech.
0	18,000	18,000	4,500	183,000	183,000	18.8	NA	6,252	So. Dakota St. U.
39,055	17,700	17,700	275	6,423	6,423	11.6	.9	6,360	So. Dakota, U. of
112,036	14,177	14,177	0	0	0	32.6	.2	17,922	South Florida, U. of
62,593	8,213	NA	NA	NA	NA	30.7	0	14,266	Southern Illinois U.
0	21,600	21,600	10,300	131,749	225,285	NA	NA	10,393	Southern Mississippi, U. of
79,712	5,000	5,000	200	1,200	14,200	5.6	0	4,646	Southern Oregon U.
2,484	50,000	14,000	3,000	6,144	14,938	11.0	0	7,455	Southern U. & A & M Coll. (La.)
50,753	0	0	0	0	0	9.7	.1	9,614	Stephen F. Austin St. U. (Tex.)
0	6,400	0	0	0	0	9.9	0	4,404	Tennessee St. U.
944,938	76,194	67,536	13,721	511,712	514,666	100.1	7.6	52,819	Tennessee, U. of
379,062	50,088	48,564	27,968	1,315,000	1,324,300	94.4	4.9	14,527	Texas A & M U.
88,976	6,500	NA	NA	3,712	840,297	9.5	NA	5,485	Texas Southern U.
NA	NA	NA	NA	NA	NA	248.8	NA	67,535	Texas, U. of (System)
0	0	0	0	0	0	5.7	NA	NA	Dallas
45,344	24,971	23,486	3,645	71,586	120,121	21.5	NA	15,158	Toledo, U. of (Ohio)
81,078	13,500	0	NA	NA	NA	13.0	0	8,364	Towson St. Coll. (Md.)
122,560	117,378	77,542	3,120	132,759	147,235	78.9	4.8	21,538	Utah, U. of
388,889	23,774	20,000	4,598	136,389	190,540	32.4	15.6	9,214	Vermont, U. of
377,295	21,000	NA	NA	NA	NA	33.8	9.9	14,088	Virginia Commonwealth U.
428,100	35,000	34,500	8,706	442,877	442,877	47.4	.4	12,043	Virginia Poly. Inst. & St. U.
262,478	44,000	40,000	5,000	NA	349,000	46.8	91.7	12,350	Virginia, U. of
174,880	46,715	44,727	4,534	83,521	206,661	53.7	NA	14,510	Washington St. U.
180,275	75,000	50,000	5,000	208,382	514,805	151.8	55.9	33,202	Washington, U. of
251,225	84,206	84,206	5,733	216,645	281,261	84.6	3.4	35,655	Wayne St. U.
22,996	10,000	10,000	362	4,579	5,271	8.9	NA	10,158	Weber St. Coll. (Utah)
505,868	70,000	8,000	4,134	265,055	376,546	66.1	3.7	17,260	West Virginia U.
400	8,173	6,948	357	6,948	19,275	8.6	0	5,765	Western Carolina U. (N.C.)
25,664	18,500	18,500	937	10,295	10,400	25.2	.1	14,412	Western Illinois U.
14,204	56,070	48,790	6,902	79,432	404,873	NA	10,300	21,713	Western Michigan U.
88,254	16,433	16,433	669	5,479	5,479	17.2	.1	9,600	Western Washington St. Coll.
288,028	20,625	20,625	NA	72,156	79,438	15.7	5.8	12,395	Wichita St. U. (Kans.)
25,330	22,000	22,000	4,601	155,214	155,739	12.2	NA	7,332	William & Mary, Coll. of (Va.)
,785,905	151,500	121,500	11,567	806,440	1,126,232	244.0	49.8	67,874	Wisconsin, U. of
6,266	21,387	12,381	538	8,733	27,630	11.9	NA	8,288	Eau Claire
0	10,000	7,500	250	20,071	26,591	6.5	NA	5,280	Stout
0	15,000	15,000	1,800	50,100	55,100	NA	0	8,800	Whitewater
318,465	36,844	36,844	1,115	31,203	42,203	28.0	14.9	8,486	Wyoming, U. of
,553,064	73,147	70,685	10,144	68,132	746,588	67.5	46.1	34,500	Cincinnati, U. of (Ohio)
0	85,000	30,000	6,279	293,347	430,174	44.1	NA	22,000	New York, City U. of - City
0	52,000	52,000	3,848	131,318	205,678	34.3	1.2	24,110	- Hunter
0	38,000	0	0	0	NA	40.5	.1	25,764	- Queens
0	0	0	0	0	0	1.3	0	849	Albemarle, Coll. of the
0	38,603	0	0	0	0	1.0	0	1,194	Howard County Jr. Coll.
0	208	0	0	0	0	.7	0	572	Phillips County Cmty. Coll.
36,282	13,133	0	0	0	0	10.3	NA	9,817	St. Petersburg Jr. Coll.
223,867	NA	NA	NA	NA	NA	9.7	0	18,167	San Antonio Union J.C. Dist.
12,444	824	0	0	0	NA	1.7	0	1,255	Sandhills Cmty. Coll.
63,065	2,396	NA	NA	NA	NA	2.1	0	2,265	SUNY-Jamestown Cmty.
0	3,550	1,667	1,667	20,000	20,000	9.1	0	985	U.S. Coast Guard Academy
11,241	20,307	20,307	983	82,356	265,262	.2	2.8	3,763	U.S. Military Academy

THE UNIVERSITY OF MICHIGAN

HARD WORK, INVOLVED ALUMNI AND COMMITMENT

In 1970-71, the University of Michigan appeared on eight of the nine Brakeley/JPJ honor rolls. It was third among all public universities in the total amount of voluntary support received ($21.8 million) and it led all public universities in corporate support ($5.3 million) and alumni gifts to its Annual Fund ($2.8 million). Further demonstrating its strong alumni support, Michigan was third among public universities in total alumni support ($3.8 million) in 1970-71, and second in the number of alumni donors (30,652). It was also second in foundation support ($8.1 million) ninth in non-alumni individual gifts ($1.6 million), and second in total Annual Fund contributions ($2.8 million).

To achieve such results, the University employs a 13-member professional development staff, charged with obtaining financial support from private sources. The staff works under the direction of Michael Radock, Vice President for University Relations and Development. The Development Office operates, with substantial volunteer participation, through five divisions: Annual Giving, Presidents Club, Major Gifts, Corporate and Foundation Giving, and Deferred Giving. Service activities include donor relations, promotion and publications, and school and college relations.

Voluntary involvement is emphasized through a 40-member Development Council, with an active Executive Committee and operating Advisory Committee for each major development program. Close liaison is maintained with the Alumni Association, which does no direct fund-raising but concentrates on alumni cultivation, club programming, and alumni educational activities.

The "Michigan System" is based on a total institutional commitment exercised through a strong University Development Steering Committee which meets monthly with the University President. Committee members include two Regents; University Vice Presidents for Academic Affairs, Business and Finance, and University Relations and Development; the Alumni Association President and Executive Director, and the Director of Development. Other members include the Chairman and Vice Chairman of the Development Council, and the volunteer head of each working committee.

Well-publicized policy guidelines, issued by the University President, govern fund-raising activities at all levels and outline procedures for securing approval for new or revised development programs, employing fund-raising personnel or counsel, or conducting other fund solicitation activities. Michigan's practice has been to use outside professional consultants for assistance in major capital campaigns.

Michigan has had a long history of private giving, dating back to the early years following its founding in Detroit in 1817. It was not until 1953 that formal action was taken by the Board of Regents to establish a structured, systematic plan for a sustaining University program for fund-raising. The Michigan System began in 1953 with a heritage of gift support that accounted for some $60 million since the University's founding. More than half of the University's major buildings have come from non-state sources.

In recent years, Michigan's fund-raising achievements have included:

*Two of the largest corporate gifts ever made to an educational institution, each for $10 million.

*A highly successful $55 Million Capital Fund Program which set a record for fund-raising by a public institution with $72.8 million raised from private sources.

*One of the largest major donor clubs in any college or university, the Michigan Presidents Club, with some 1,192 members. The minimum contribution is $10,000 for membership.

"Michigan's great vitality and its international reputation as the 'mother of state universities' are the result of the combined strengths of a publicly supported university with the continuing tradition of generous private support from alumni, foundations, corporations and friends," according to Vice President Radock. "We appeal to our alumni and friends for the voluntary support which ensures the University the freedom to explore, the capacity to achieve, and the courage to lead—resources which make the difference between a university that is merely adequate and one which is truly great."

Wendell R. Lyons, Director of Development, feels that the university's fund-raising achievements are due to a number of factors, including hard work and successful, dedicated, involved alumni. He also believes that institutional commitment and continuity in development leadership and support have helped considerably.

Although the university has a fine record of obtaining alumni support, its alumni solicitation response is somewhat lower than that of other institutions. Analyzing this, Lyons makes these points:

*The more alumni, the more difficult it is to personalize a campaign. Michigan has 260,000 alumni of record.

*Anyone who has had eight hours at the university has alumni status. When only degree-holding alumni are counted, the percentage record is much better.

*Traditionally, about 40 percent of Michigan's students are at the graduate level. Many received their undergraduate degrees elsewhere. Lyons feels that alumni tend to give to their undergraduate college, "where they spent their 'rah-rah' years."

Regular communications play a prominent role in the Michigan System. "Michigan Today," for example, a quarterly publication of the Development Office, which is sent to all degree-holding alumni, is credited with an indirect but very effective cultivation assist. Radock believes that any college or university which ceases to communicate with both donors and non-donors after the close of any campaign is short-sighted. "The excitement and momentum of any major capital campaign provide a solid foundation for a new, higher plateau of institutional support," he declares. "College officials must learn to capitalize on the interest and concern, the curiosity and involvement which have resulted during the campaign."

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BRAKELEY, JOHN PRICE JONES INC.
Six East 43rd Street
New York, N.Y. 10017
(212) 697-7120